

ABSTRAK**PENGARUH *PERCEIVED RISK* DAN CITRA DESTINASI PADA
MINAT BERKUNJUNG WANITA MUDA, DAN ANALISIS FAKTOR
PUSH TRAVEL MOTIVATION KE DAERAH ISTIMEWA
YOGYAKARTA**

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2021

Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *perceived risk* dan citra destinasi pada minat berkunjung, 2) faktor yang mempengaruhi *push travel motivation* pada wanita muda yang memiliki keinginan bepergian, 3) perbedaan dalam *perceived risk*, citra destinasi, dan minat berkunjung dilihat dari kategori *push travel motivation*. Sampel dalam penelitian ini adalah wanita muda. Sampel diambil menggunakan *purposive sampling*. Data diperoleh dengan menyebarkan kuesioner melalui sosial media. Teknik analisis data dalam penelitian ini adalah Uji Parsial, Analisis Faktor, dan Uji *Multiple Comparisons Bonferroni* dengan menggunakan aplikasi SPSS.16. Hasil penelitian menunjukkan bahwa: 1) *perceived risk* berpengaruh negatif pada minat berkunjung dan citra destinasi berpengaruh positif pada minat berkunjung, 2) terdapat empat faktor utama *push travel motivation* pada wanita muda yang memiliki kecenderungan bepergian, yaitu: *social interaction*, *knowledge*, *leisure time*, dan *family togetherness*, 3) terdapat perbedaan rata-rata minat berkunjung berdasarkan dua kategori *push travel motivation*, yaitu diantara kelompok kelompok *social interaction* dan *knowledge*.

Kata kunci: *perceived risk*, citra destinasi, minat berkunjung, dan *push travel motivation*.

ABSTRACT**Push Travel Motivation and the Influence of Perceived Risk and Destination Image on Visit Intention of Young Women Travellers to Yogyakarta**

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This study aims to determine: 1) the influence of perceived risk and destination image on visit intention, 2) Factors influencing travel motivation in young women who have a desire to travel, 3) differences in perceived risk, destination image, and visit intention seen from the category of travel motivation. The sample in this study were young women. Samples were taken using purposive sampling. Data was obtained by distributing questionnaires through social media. The data analysis techniques in this study were Factor Analysis and Multiple Comparison Bonferroni by using the SPSS.16 application. The results show that: 1) perceived risk has a negative influence on visit intention and destination image has a positive influence on visit intention, 2) there are four main factors of push travel motivation of young women who have a desire to travel, that is social interaction, knowledge, leisure time, and family togetherness, 3) there is a difference in the mean values of visit intention based on two categories of push travel motivation, that is of social interaction and knowledge.

Keywords: perceived risk, destination image, visit intention, and push travel motivation.